

## OBS Healthcare Private Ltd Achieves Financial Integrity with Help from Jaffer Consulting



OBS Healthcare  
Karachi, Pakistan  
[www.obs.com.pk](http://www.obs.com.pk)

**Industry:**

Life Sciences

**Employees:**

Fewer than 500

**Oracle Products & Services:**

Oracle Financials  
Oracle Cash Management  
Oracle Order Management

**Oracle Partner:**



Jaffer Consulting  
[www.jaffer.com](http://www.jaffer.com)

*“Oracle E-Business Suite gave us the power of big business. The speedy implementation completed by Jaffer Brothers ensured minimal impact on our operations.” – Tarek M. Khan, Managing Director, OBS Healthcare (Pvt.) Limited*

OBS Healthcare (Pvt.) Ltd. is a strategic partner of Organon, now part of Schering Plough, and holds exclusive manufacturing and marketing rights for Organon products. Its broad portfolio ranges from gynecology (menopause therapy, contraception), fertility treatment, and anesthesia to neuroscience and oncology.

In Pakistan the company began its operations in 1963 with the objective of providing quality healthcare solutions to the local market. Since then, it has developed a reputation as a leading specialty, research-based, and innovation-driven company.

OBS Healthcare maintains its competitive advantage by combining the focus and entrepreneurial spirit of a decentralized business unit with the scale and power of a corporate center that provides access to global capital market management talent and best practice processes. By offering health solutions to millions of people in Pakistan, OBS Healthcare provides them with a more secure and healthier future.

The company implemented a range of Oracle E-Business Suite applications as the basis of a new business management platform. It hired Oracle Certified Advantage Partner Jaffer Brothers Private Limited to deploy the solution, a process that took just 40 days to complete.

Oracle E-Business Suite enabled OBS HealthCare to seamlessly integrate its systems across its operating units and make more informed decisions by providing insights into its business operations. The system also helped OBS Healthcare to gain efficiencies, forecast demand with precision, synchronize purchasing and inventory management, and lower overall inventory holding costs.

**Key Benefits:**

- Achieved fastest time to value with the lowest cost of ownership using a rapid implementation approach
- Strengthened financial control by providing managers with greater visibility into financial matters and access to on-demand reporting
- Improved efficiency by streamlining and automating procure-to-pay processes
- Reduced inventory costs through more efficient resource use and better production planning

**Ensuring Financial Integrity**

Finance and accounting staff at OBS Healthcare now use Oracle Financials and Oracle Cash Management to oversee invoicing, cash flow, budgeting, and transaction processing. All financial information is maintained in a single general ledger.

The integrated Oracle applications consolidate financial information and processes into a single system. Information is captured and stored in a single database, improving data quality and consistency and giving managers greater visibility into financial matters. Critical business decisions are made in confidence because they are based on accurate, up-to-date data.

“Oracle Financials and Oracle Cash Management helped streamline accounting processes while improving cash flow and strengthening budget planning,” said Wasif Farooq Qureshi, IT manager for OBS Healthcare. “The combination of reliable information, precise reporting, and tighter management control has given us greater financial confidence.”

**Accurate and Efficient Order Management**

OBS Healthcare can now monitor sales orders from beginning to end with Oracle Order Management. The software allows staff to capture every detail of an order, check stock levels against orders, and organize for the transport and shipment of finished products.

Real-time visibility into the progress of all orders improved order fulfillment times and boosted customer service. Inventory costs were reduced through more efficient resource usage and better production planning.

OBS Healthcare would like to give staff the ability to perform analytic work to assist in decision-making. This may involve implementing additional Oracle modules in the future.

**Why Oracle?**

OBS Healthcare chose Oracle E-Business Suite after a comprehensive evaluation of several solutions from local and international software vendors. Oracle’s complete and integrated suite of applications was selected because it helped simplify operations by streamlining critical functional processes. It could also be swiftly deployed.

“Oracle E-Business Suite gives us enterprise-class capabilities and support within the means of our corporate resources,” said Zeeshan Mobin, director of finance and corporate services, OBS Healthcare. “The benefits we have seen from the implementation are consistent with our objectives to become more efficient and productive, and to gain greater financial control. OBS Healthcare expects Oracle to be a long-term partner.”

### **Why Jaffer Consulting?**

Jaffer Consulting was selected because of its vast experience in enterprise resource planning system implementation and for the skills and depth of knowledge of the company’s Oracle consultants. OBS Healthcare felt reassured that the team had a good grasp of Oracle E-Business Suite applications. Jaffer Consulting was also ready to meet around-the-clock demands.

### **Implementation Process**

Oracle E-Business Suite comes pre-installed, pretested, and tuned on low-cost, high-performance hardware. It also incorporates best-practice business processes for midmarket companies and specific localization requirements for each country, such as tax and statutory reports. In addition, an efficient “getting started” process captures and loads company information into the system to facilitate a quick implementation.

This enabled OBS Healthcare to go live with Oracle E-Business Suite applications in 40 days. It was the first implementation of the software in Pakistan.

*OBS Healthcare develops, manufactures, and markets prescription medicines that improve the health and quality of human life.*